



2019 HALLOWEEN IMPAIRED DRIVING SOCIAL MEDIA PLAYBOOK



How to Use This Playbook

This document is a social media playbook for the 2019 Halloween holiday period. It includes Halloween specific content and assets, along with instructions, for easy posting. The content in this playbook is designed to integrate seamlessly into your current social media strategy. Your communication efforts ahead of and during this holiday period may help save lives.

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Campaign Overview

Campaign Summary

Impaired driving is one of the most significant dangers on our roadways. Every day, almost 30 people in the U.S. die in drunk-driving crashes – that’s one person every 48 minutes in 2017. Although drunk-driving related deaths have fallen by a third over the last three decades, they still claim more than 10,000 lives per year.

Although impaired driving is dangerous and prevalent year-round, the Halloween holiday period (6:00 pm October 31st – 5:59 am November 1st) is particularly deadly. This playbook is designed to give you the tools to launch or support your campaign. Your efforts may help save lives.

Objectives

- ▶ Increase awareness of this dangerous time period by generating earned media coverage and social chatter
- ▶ Decrease impaired driving fatalities on America’s roadways during the Halloween holiday period
- ▶ Change behaviors and attitudes towards impaired driving

Halloween Posting Strategy

Posting on the Tuesday and Wednesday before Halloween (October 29th and 30th, 2019), Halloween Day (October 31, 2019) and the Friday leading up to the Halloween weekend (November 1, 2019) will help the message reach drivers and riders before they are on the roads celebrating Saturday night. It is encouraged to post throughout the period, but especially leading up to Halloween and the Halloween weekend itself.

Social Media Content

This section contains shareable social media content for use during the Halloween holiday period. Provided on pages 8-22 are downloadable graphics with accompanying suggested posts that you can use on your own social channels.

Below are two sample social media posts, one for Twitter, using a rectangular graphic and one for Instagram/Facebook, using a square-shaped graphic.



 *Twitter*



  *Facebook/Instagram*

On the following pages, you will see additional graphic and post examples in a variety of sizes. Be sure to consider which social media platform your target audiences are using when choosing the graphics and post content. Also, remember that most people use mobile phones when viewing their social media accounts. The graphics in this playbook are optimized for the mobile experience.

Content Organization

The social media content is organized into several sections. Both English and Spanish versions are provided.

English

- ▶ Buzzed Driving is Drunk Driving [\[p. 8\]](#)

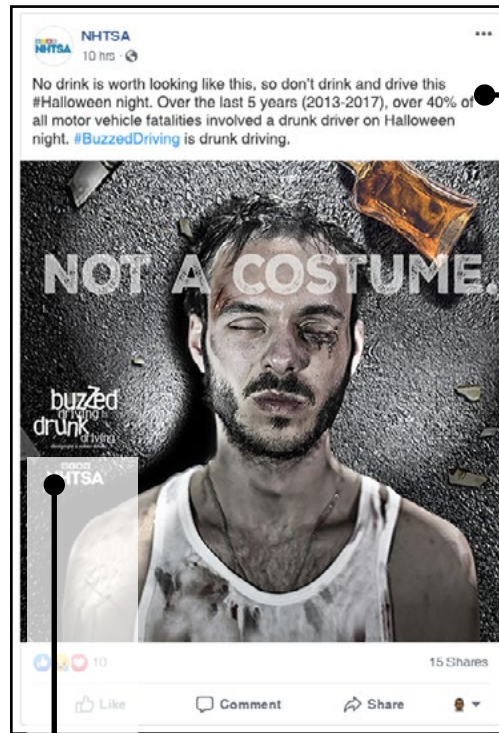
Spanish

- ▶ Buzzed Driving is Drunk Driving [\[p. 14\]](#)
- ▶ Calaverita [\[p.20\]](#)

Post Examples

Below are examples of how posts should look when published.

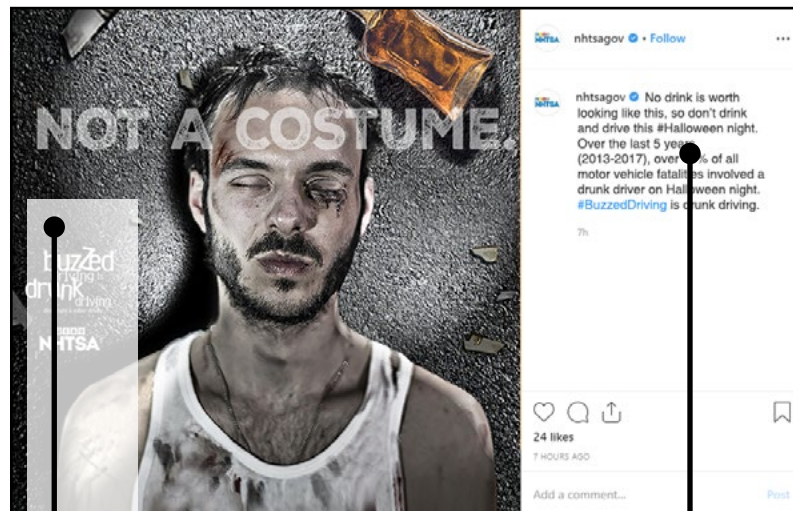
Facebook



1 Downloaded graphic from trafficsafetymarketing.gov.

2 Suggested copy from this playbook.

Instagram



1 Downloaded graphic from trafficsafetymarketing.gov.

2 Suggested copy from this playbook.

Sizes Available

Social media graphic sizes vary across the ever-changing social media platforms. In this playbook we included five different sizes based on suggested industry standards and best practices. On trafficsafetymarketing.gov, you will find additional sizes such as a Facebook cover graphic for the Not A Costume infographic. Most graphics are available as animated versions on the trafficsafetymarketing.gov website.



Facebook/Instagram Posts

1200x1200 (square)



1000x1200 (vertical)



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675



Not a Costume

STEP

1 Download graphics.

Download the "NotACostume" graphic below at trafficsafetymarketing.gov



Sizes Available:



Facebook/Instagram Posts

1200x1200 (square - static or animated)
1000x1200 (vertical - static or animated)



Facebook/Instagram Stories

1080x1920 (static or animated)



Facebook Cover Photo

820x360



Twitter Posts

1200x675 (static or animated)

STEP

2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.

- This costume is no joke. Drive drunk and this is what you'll look like. Over the last 5 years (2013-2017), approximately 2 out of 5 motor vehicle fatalities on **#Halloween** night were in alcohol impaired crashes. **#BuzzedDriving** is drunk driving.
- No drink is worth looking like this, so don't drink and drive this **#Halloween** night. Over the last 5 years (2013-2017), over 40% of all motor vehicle fatalities involved a drunk driver on Halloween night. **#BuzzedDriving** is drunk driving.
- Dressing up as your favorite quarterback is fun. Ending up on the pavement is not. Over the last 5 years (2013-2017), approximately 2 out of 5 motor vehicle fatalities on **#Halloween** night were in alcohol impaired crashes. **#BuzzedDriving** is drunk driving. Drive sober this Halloween.
- Dressing up for **#Halloween** can be fun, but this is not a costume. Drink and drive on Halloween night and this is how you can end up. Over the last 5 years (2013-2017), over 40% of all motor vehicle fatalities on Halloween night involved a drunk driver. **#BuzzedDriving** is drunk driving.
- Don't become a statistic this **#Halloween**. Find a designated driver instead. **#BuzzedDriving** is drunk driving.
- Crash on the couch and not on the road. **#BuzzedDriving** is drunk driving. Designate a sober driver. **#Halloween #DesignatedDriver**
- Be on the lookout for ghosts and goblins as they cross the street this **#Halloween**. Take extra caution when driving and don't drive buzzed. **#BuzzedDriving**
- Your decision to drive while buzzed could impact trick or treaters, as well as other drivers this **#Halloween**. Don't drink and drive. **#BuzzedDriving**

Not a Costume

STEP

1 Download graphics.

Download the "NotACostumeBandage" graphic below at trafficsafetymarketing.gov



Sizes Available:



Facebook/Instagram Posts

1200x1200 (square - static or animated)
1000x1200 (vertical - static or animated)



Facebook/Instagram Stories

1080x1920 (static or animated)



Twitter Posts

1200x675 (static or animated)

STEP

2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.

- This costume is no joke. Drive drunk and this is what you'll look like. Over the last 5 years (2013-2017), approximately 2 out of 5 motor vehicle fatalities on **#Halloween** night were in alcohol impaired crashes. **#BuzzedDriving** is drunk driving.
- No drink is worth looking like this, so don't drink and drive this **#Halloween** night. Over the last 5 years (2013-2017), over 40% of all motor vehicle fatalities involved a drunk driver on Halloween night. **#BuzzedDriving** is drunk driving.
- Dressing up as your favorite quarterback is fun. Ending up on the pavement is not. Over the last 5 years (2013-2017), approximately 2 out of 5 motor vehicle fatalities on **#Halloween** night were in alcohol impaired crashes. **#BuzzedDriving** is drunk driving. Drive sober this Halloween.
- Dressing up for **#Halloween** can be fun, but this is not a costume. Drink and drive on **#Halloween** night and this is how you can end up. Over the last 5 years (2013-2017), over 40% of all motor vehicle fatalities on Halloween night involved a drunk driver. **#BuzzedDriving** is drunk driving.
- While it's fun to dress up as a nurse or doctor, you don't want to end up with real ones in the hospital this **#Halloween**. **#BuzzedDriving** is drunk driving, make sure your ride home is sober.
- Make sure you get to wear your costumes & eat the candy you hauled home. **#BuzzedDriving** is drunk driving. Drive sober, have a designated driver or call a ride share this **#Halloween** weekend.
- Don't become a statistic this **#Halloween**. Find a designated driver instead. **#BuzzedDriving** is drunk driving.

Road Pumpkin

STEP

1 Download graphics.

Download the "RoadPumpkinOver40" graphic below at trafficsafetymarketing.gov

STEP

2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.



- Looking like a smashed pumpkin is not how you want to end your **#Halloween**. Make sure you have a DD or ride share to get home, so you don't end up **#BuzzedDriving**.
- Pumpkins are the only things that should be smashed this **#Halloween**. Make sure you and your car don't end up that way. **#BuzzedDriving** is drunk driving.
- Protect your pumpkin. **#BuzzedDriving** is drunk driving. Make sure you and your **#pumpkin** arrive home safely. Plan for a DD as part of your **#Halloween** fun.
- Don't wreck your car and your night this **#Halloween** by drinking before you drive. **#BuzzedDriving** is drunk driving.
- **#Halloween** can be a spooky night, so don't make it worse by driving drunk. **#BuzzedDriving** is drunk driving.
- Being scared is part of **#Halloween**, but you shouldn't be scared for your life. Make sure your driver is sober. **#BuzzedDriving** is drunk driving.

Sizes Available:



Facebook/Instagram Posts

1200x1200 (square - static or animated)
1000x1200 (vertical - static or animated)



Facebook/Instagram Stories

1080x1920 (static or animated)



Twitter Posts

1200x675 (static or animated)

Road Pumpkin

STEP

1 Download graphics.

Download the "RoadPumpkin" graphic below at trafficsafetymarketing.gov

STEP

2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.



- Looking like a smashed pumpkin is not how you want to end your **#Halloween**. Make sure you have a DD or ride share to get home, so you don't end up **#BuzzedDriving**.
- Pumpkins are the only things that should be smashed this **#Halloween**. Make sure you and your car don't end up that way. **#BuzzedDriving** is drunk driving.
- Protect your pumpkin. **#BuzzedDriving** is drunk driving. Make sure you and your **#pumpkin** arrive home safely. Plan for a DD as part of your **#Halloween** fun.
- Even one drink is considered **#BuzzedDriving** and can make your **#Halloween** horrifying if you drive. Stay safe throughout the festivities and make sure your ride is sober.
- Don't be a ghou! and endanger others! Remember **#BuzzedDriving** is drunk driving, be sure to have a DD or ride share ready to take you home. **#Halloween**
- **#Halloween** should be scary, not your drive home. Grab a ride share or plan for a DD. **#DesignatedDriver #BuzzedDriving**

Sizes Available:



Facebook/Instagram Posts

1200x1200 (square - static or animated)
1000x1200 (vertical - static or animated)



Facebook/Instagram Stories

1080x1920 (static or animated)



Twitter Posts

1200x675 (static or animated)

Pumpkin Smashing

STEP

1 Download graphics.

Download the "PumpkinSmashing" graphic below at trafficsafetymarketing.gov

STEP

2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.



- Over the last five years (2013-2017), approximately 2 out of 5 motor vehicle fatalities on **#Halloween** night were in alcohol impaired crashes. Make sure to protect your pumpkin when out and about during Halloween. Drive sober. **#BuzzedDriving**
- Carving a pumpkin is a fun part of **#Halloween**. Make sure to carve out time to designate a sober driver or schedule a ride share. **#BuzzedDriving**
- Don't be a statistic. Make sure you AND your **#pumpkin** arrive home safely. Make sure your ride home is a sober one. **#Halloween #BuzzedDriving**
- **#Halloween** is fun for all ages, but not when you ruin it by drinking before you drive. **#BuzzedDriving** is drunk driving.
- Don't let a night of **#BuzzedDriving** haunt you or someone you love. Plan for a DD as part of your **#Halloween** fun. **#DesignatedDriver**

Sizes Available:



Facebook/Instagram Posts

1200x1200 (square - static or animated)
1000x1200 (vertical - static or animated)



Facebook/Instagram Stories

1080x1920 (static or animated)



Twitter Posts

1200x675 (static or animated)

Pumpkin Smashing

STEP

1 Download graphics.

Download the "PumpkinSmashingShoe" graphic below at trafficsafetymarketing.gov



Sizes Available:



Facebook/Instagram Posts

1200x1200 (square - static or animated)
1000x1200 (vertical - static or animated)



Facebook/Instagram Stories

1080x1920 (static or animated)



Twitter Posts

1200x675 (static or animated)

STEP

2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.

- Over the last five years (2013-2017), approximately 2 out of 5 motor vehicle fatalities on **#Halloween** night were in alcohol impaired crashes. Make sure to protect your pumpkin when out and about during **#Halloween**. Drive sober. **#BuzzedDriving**
- Carving a pumpkin is a fun part of **#Halloween**. Make sure to carve out time to designate a sober driver or schedule a ride. **#BuzzedDriving**
- Don't be a statistic. Make sure you AND your **#pumpkin** arrive home safely. Make sure your ride home is a sober one. **#Halloween #BuzzedDriving**
- Being scared is part of **#Halloween**, but you shouldn't be scared for your life. Make sure your driver is sober. **#BuzzedDriving** is drunk driving.
- Even one drink is considered **#BuzzedDriving** and can make your **#Halloween** horrifying if you drive. Stay safe throughout the festivities and make sure your ride is sober.
- #Halloween** should be scary, not your drive home. Grab a ride share or plan for a DD. **#DesignatedDriver #BuzzedDriving**

Not a Costume

STEP

1 Download graphics.

Download the "NotACostumeEsp" graphic below at trafficsafetymarketing.gov



Sizes Available:



Facebook/Instagram Posts

1200x1200 (square - static or animated)
1000x1200 (vertical - static or animated)



Facebook/Instagram Stories

1080x1920 (static or animated)



Twitter Posts

1200x675 (static or animated)

STEP

2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below. Do not copy **red** text.*

**It is not necessarily a direct translation but for reference only.*

- Manejar borracho durante la noche de **#Halloween** puede ser la última noche de tu vida. **#NoManejasBorracho**

(English Translation) Driving drunk during #Halloween night can be the last night of your life. #DontDriveDrunk

- Del 2013 al 2017, dos de cada cinco muertes en choques automovilísticos durante la noche de **#Halloween**, fueron a causa de conductores borrachos. **#NoManejasBorracho**

(English Translation) From 2013 through 2017, two out of every five motor vehicle fatalities on #Halloween night were in alcohol impaired crashes. #DontDriveDrunk

- Si manejas borracho puedes matar a alguien o morir en un choque. No arruines tu vida ni la vida de otra persona. **#NoManejasBorracho #Halloween**

(English Translation) If you drive drunk you can kill someone or die in a crash. Don't ruin your life or another person's life. #DontDriveDrunk #Halloween

- Del 2013 al 2017, en la noche de Halloween, más del 15% de las muertes causadas por conductores borrachos, fueron peatones. **#NoManejasBorracho #Halloween**

(English Translation) From 2013 through 2017, on Halloween night over 15% of all fatalities in alcohol impaired crashes were pedestrians. #DontDriveDrunk #Halloween

Not a Costume

STEP

1 Download graphics.

Download the "NotACostumeBandageEsp" graphic below at trafficsafetymarketing.gov



Sizes Available:



Facebook/Instagram Posts

1200x1200 (square - static or animated)
1000x1200 (vertical - static or animated)



Facebook/Instagram Stories

1080x1920 (static or animated)



Twitter Posts

1200x675 (static or animated)

STEP

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Copy/paste one of the suggested posts below. Do not copy **red** text.*

**It is not necessarily a direct translation but for reference only.*

- Si manejas borracho puedes matar a alguien o morir en un choque. No arruines tu vida ni la vida de otra persona. **#NoManejasBorracho**

(English Translation) If you drive drunk you can kill someone or die in a crash. Don't ruin your life or another person's life. #DontDriveDrunk

- Del 2013 al 2017, más del 40% de las muertes en choques automovilísticos fueron a causa de conductores borrachos en la noche de Halloween. **#NoManejasBorracho**

(English Translation) From 2013 through 2017, over 40% of all motor vehicle fatalities were in alcohol impaired crashes on Halloween night #DontDriveDrunk

- Manejar borracho durante la noche de Halloween puede ser la última noche de tu vida. **#NoManejasBorracho**

(English Translation) Driving drunk during Halloween night can be the last night of your life. #DontDriveDrunk

- Del 2013 al 2017, dos de cada cinco muertes en choques automovilísticos durante la noche de Halloween, fueron a causa de conductores borrachos. **#NoManejasBorracho**

(English Translation) 2013 through 2017, two out of every five motor vehicle fatalities on Halloween night were in alcohol impaired crashes. #DontDriveDrunk

Road Pumpkin

STEP

1 Download graphics.

Download the "RoadPumpkinOver40Esp" graphic below at trafficsafetymarketing.gov



Sizes Available:



Facebook/Instagram Posts

1200x1200 (square - static or animated)
1000x1200 (vertical - static or animated)



Facebook/Instagram Stories

1080x1920 (static or animated)



Twitter Posts

1200x675 (static or animated)

STEP

2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below. Do not copy **red** text.*

**It is not necessarily a direct translation but for reference only.*

- La noche de **#Halloween** puede ser mortal si decides manejar borracho. **#ManejarEntonadoEsManejarBorracho**. Simplemente no lo hagas.

(English Translation) #Halloween night can be deadly if you decide to drive drunk. #BuzzedDrivesDrunkDriving. Just don't do it.

- La muerte puede llegar a cualquier hora, especialmente si manejas borracho. **#NoManejasBorracho** durante la noche de **#Halloween** ni nunca.

(English Translation) Death can come at any time, especially if you drive drunk. #DontDriveDrunk during #Halloween night nor ever.

- Matar a alguien mientras vas manejando borracho debe ser lo más horroroso de **#Halloween**. **#NoManejasBorracho**

(English Translation) Killing someone while driving drunk should be the scariest thing on #Halloween night. #DontDriveDrunk

- No seas el causante de una desgracia durante la noche de **#Halloween**, ni nunca. NO MANEJES BORRACHO **#ManejarEntonadoEsManejarBorracho**

(English Translation) Don't be the cause of a tragedy during #Halloween night, nor ever. DON'T DRIVE DRUNK. #BuzzedDrivesDrunkDriving

Road Pumpkin

STEP

1 Download graphics.

Download the "RoadPumpkinEsp" graphic below at trafficsafetymarketing.gov



Sizes Available:



Facebook/Instagram Posts

1200x1200 (square - static or animated)
1000x1200 (vertical - static or animated)



Facebook/Instagram Stories

1080x1920 (static or animated)



Twitter Posts

1200x675 (static or animated)

STEP

2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below. Do not copy **red** text.*

*It is not necessarily a direct translation but for reference only.

- Que tu noche de **#Halloween** no sea tu última noche. **#NoManejasBorracho**

(English Translation) May your **#Halloween** night not be your last night. **#DontDriveDrunk**.

- No arruines tu vida en la noche de **#Halloween**. No manejes borracho. **#ManejarEntonadoEsManejarBorracho**

(English Translation) Don't ruin your life on **#Halloween** night. Don't drive drunk. **#BuzzedDrivngIsDrunkDriving**

- La noche de **#Halloween** es tan divertida. Manejar borracho y matar a alguien no lo es. **#ManejarEntonadoEsManejarBorracho** **#NoManejasBorracho**

(English Translation) **#Halloween** night is so much fun. Driving drunk and killing someone is not. **#BuzzedDrivngIsDrunkDriving** **#DontDriveDrunk**

- No arruines tu vida ni le arruines la vida a otra familia. **#NoManejasBorracho** **#Halloween**

(English Translation) Don't ruin your life nor another family's life. **#DontDriveDrunk** **#Halloween**

Pumpkin Smashing

STEP

1 Download graphics.

Download the "PumpkinSmashingEsp" graphic below at trafficsafetymarketing.gov



Sizes Available:



Facebook/Instagram Posts

1200x1200 (square - static or animated)
1000x1200 (vertical - static or animated)



Facebook/Instagram Stories

1080x1920 (static or animated)



Twitter Posts

1200x675 (static or animated)

STEP

2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below. Do not copy **red** text.*

**It is not necessarily a direct translation but for reference only.*

- No arruines tu vida en la noche de **#Halloween**. No manejes borracho. **#ManejarEntonadoEsManejarBorracho**

(English Translation) Don't ruin your life on #Halloween night. Don't drive drunk. #BuzzedDrivngIsDrunkDriving

- La muerte puede llegar a cualquier hora, especialmente si manejas borracho. **#NoManejasBorracho** durante la noche de **#Halloween** ni nunca

(English Translation) Death can come at any time, especially if you drive drunk. #DontDriveDrunk during #Halloween night nor ever.

- La noche de **#Halloween** puede ser mortal si decides manejar borracho. **#ManejarEntonadoEsManejarBorracho**. Simplemente no lo hagas.

(English Translation) #Halloween night can be deadly if you decide to drive drunk. #BuzzedDrivngIsDrunkDriving. Just don't do it.

- Que tu noche de **#Halloween** no sea tu última noche. **#NoManejasBorracho**

(English Translation) May your #Halloween night not be your last night. #DontDriveDrunk.

Pumpkin Smashing

STEP

1 Download graphics.

Download the "PumpkinSmashingShoeEsp" graphic below at trafficsafetymarketing.gov



Sizes Available:



Facebook/Instagram Posts

1200x1200 (square - static or animated)
1000x1200 (vertical - static or animated)



Facebook/Instagram Stories

1080x1920 (static or animated)



Twitter Posts

1200x675 (static or animated)

STEP

2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below. Do not copy **red** text.*

**It is not necessarily a direct translation but for reference only.*

- Matar a alguien mientras vas manejando borracho debe ser lo más horroroso de **#Halloween**.
#NoManejasBorracho
(English Translation) Killing someone while driving drunk should be the scariest thing on #Halloween night. #DontDriveDrunk
- No seas el causante de una desgracia durante la noche de **#Halloween**, ni nunca. NO MANEJES BORRACHO. **#ManejarEntonadoEsManejarBorracho**
(English Translation) Don't be the cause of a tragedy during #Halloween night, nor ever. Don't Drive Drunk. #BuzzedDrivingIsDrunkDriving
- No arruines tu vida ni le arruines la vida a otra familia.
#NoManejasBorracho #Halloween
(English Translation) Don't ruin your life nor another family's life. #DontDriveDrunk #Halloween
- La noche de **#Halloween** es tan divertida. Manejar borracho y matar a alguien no lo es. **#ManejarEntonadoEsManejarBorracho #NoManejasBorracho**
(English Translation) #Halloween night is so much fun. Driving drunk and killing someone is not. #BuzzDrivingIsDrunkDriving #DontDriveDrunk

Calaverita

STEP

1 Download graphics.

Download the "CalaveritaEsp" graphic below at trafficsafetymarketing.gov



Sizes Available:



Facebook/Instagram Posts

1200x1200 (square - static or animated)
1000x1200 (vertical - static or animated)



Facebook/Instagram Stories

1080x1920 (static or animated)



Twitter Posts

1200x675 (static or animated)

STEP

2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below. Do not copy **red** text.*

**It is not necessarily a direct translation but for reference only.*

- Las calaveritas mensajeras son una cosa. La realidad es otra. En los últimos cinco años durante la noche de **#Halloween**, más del 40% de las muertes en choques automovilísticos fueron a causa de conductores borrachos. Si tomas, no manejes. **#ManejarEntonadoEsManejarBorracho**

(English Translation) The messenger Calaveritas are one thing. Reality is another. During the last five years on #Halloween night, over 40% of all fatalities in motor vehicles crashes, were in alcohol impaired crashes. If you drink, don't drive. #BuzzedDrivngIsDrunkDriving

- Aprovechamos las calaveritas para mandarte un mensaje. **#NoManejasBorracho** durante la noche de **#Halloween** ni nunca. No conviertas las calaveritas en una realidad.

(English Translation) We take advantage of the calaveritas to send you a message. #DontDriveDrunk during #Halloween night nor ever. Don't make calaveritas a reality.

- La tradición de las calaveritas nos dice la realidad. Del 2013 al 2017, dos de cada cinco muertes en choques automovilísticos durante la noche de **#Halloween**, fueron a causa de conductores borrachos. **#NoManejasBorracho**

(English Translation) The tradition of the calaveritas tells the reality. From 2013 through 2017, two out of every five motor vehicle fatalities on #Halloween night were in alcohol impaired crashes. #DontDriveDrunk

- #Halloween** debe ser divertido, no una noche de agonía. Manejar borracho durante la noche de Halloween puede ser la última noche de tu vida. **#NoManejasBorracho** No queremos escribir una calaverita acerca de ti el año que entra.

(English Translation) #Halloween should be fun, not a night full of agony. Driving drunk during Halloween night can be the last night of your life. #DontDriveDrunk We don't want to write a calaverita about you next year.

Calaverita

STEP

1 Download graphics.

Download the "CalaveritaHorseEsp" graphic below at trafficsafetymarketing.gov



Sizes Available:



Facebook/Instagram Posts

1200x1200 (square - static or animated)
1000x1200 (vertical - static or animated)



Facebook/Instagram Stories

1080x1920 (static or animated)



Twitter Posts

1200x675 (static or animated)

STEP

2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below. Do not copy **red** text.*

**It is not necessarily a direct translation but for reference only.*

- Todo es fiesta y diversión durante **#Halloween** hasta que alguien decide manejar borracho y arruinar la noche. Que la calaverita mensajera no sea una realidad. **#ManejarEntonadoEsManejarBorracho**

(English Translation) It's all fun and games during #Halloween night until someone decides to drive drunk and ruin the night. Don't make the messenger calaverita a reality. #BuzzedDrivingIsDrunkDriving

- Las calaveritas solo deberían ser divertidas. Del 2013 al 2017 en la noche de Halloween, más del 15% de todas las muertes causadas por conductores borrachos fueron peatones. Si tomas, no manejes. **#NoManejesBorracho**

(English Translation) Calaveritas should only be fun. From 2013 through 2017, on #Halloween night, over 15% of all fatalities in alcohol impaired crashes were pedestrians. If you drink, don't drive. #DontDriveDrunk

- No seas David. No seas el causante de una desgracia durante la noche de **#Halloween**, ni nunca. **NO MANEJES BORRACHO** **#ManejarEntonadoEsManejarBorracho**

(English Translation) Don't be David. Don't be the cause of a tragedy during #Halloween night, nor ever. DON'T DRIVE DRUNK. #BuzzedDrivingIsDrunkDriving

- Las calaveritas son tradición y diversión. Pero a veces dicen la verdad. Si manejas borracho puedes matar a alguien o morir en un choque. No arruines tu vida ni la vida de otra persona. **#NoManejesBorracho** **#Halloween**

(English Translation) Calaveritas are tradition and fun. But sometimes say the truth. If you drive drunk you can kill someone or die in a crash. Don't ruin your life or another person's life. #DontDriveDrunk #Halloween

NHTSA Contact

If you have questions about the Halloween campaign, please contact **Glaceria Mason** at Glaceria.Mason@dot.gov.